



## **REQUEST FOR PROPOSAL (RFP)**

### **Marketing & Public Relations Services**

The Beach Village Business Improvement Area “BIA”, is one of 84 BIAs in the City of Toronto and represents over 300 businesses and property owners along Queen Street East, from Lockwood Road to Neville Park Boulevard. The BIA works to promote economic development in the area, with initiatives that include improving public spaces, beautifying the streetscape, coordinating events and marketing the area and our members.

#### **PROJECT SCOPE & TIMELINE:**

The BIA is soliciting proposals from communications professionals to provide marketing and public relations services, “Services”, in order to increase the level and quality of effective communication to the public, and our member businesses. An Agreement for 6-12 months is anticipated, and the starting time is projected as **January 14<sup>th</sup>, 2019**.

The BIA is the process of completing a streetscape masterplan that will identify a long-term vision for streetscape improvements in the area, with the overall goal of improving the urban form and strengthening the identity of the Beach Village. This project is slated to be complete by the end of the year and would be the first major communications project the successful candidate will undertake.

#### **BIA CONTACT:**

Anna Sebert – Executive Director

[office@thebeachvillage.com](mailto:office@thebeachvillage.com)

416 693 2242

#### **PROPOSAL SUBMITTAL DEADLINE & PROCESS:**

An electronic copy of the proposal, plus samples of work products as detailed herein must be received via email at [office@thebeachvillage.com](mailto:office@thebeachvillage.com) no later than 4:00pm, on **December 28<sup>th</sup>, 2018**. Proposals will be reviewed by the BIA Marketing committee.

Questions regarding this RFP should be made in writing via email to the BIA Contact listed above no later than 4:00pm on **December 21<sup>st</sup>, 2018**

## **SCOPE OF SERVICES REQUESTED:**

The successful candidate/agency will be able to:

1. Develop public relations strategies with targeted outreach for the BIA, the BIAs events and special projects.
2. Create targeted media list(s) for ongoing initiatives as well as special events.
3. Work as liaison with any partners, etc., to create and maintain communications and enlist their cooperation in promoting campaigns and events.
4. Draft, edit, seek approval and distribute media materials such as press releases, advisories and pitches.
5. Work with the BIA to pursue any strategic promotional partnerships.
6. Assist the BIA pursue sponsorship, as well as assistance in creation of sponsorship package.
7. Assist with copywriting and editing of all promotional materials such as fliers, posters, advertisements, social media posts, etc., to maintain brand consistency.
8. Seek out beneficial advertising arrangements that benefit the BIA's projects.
9. Strategize on ways to improve social media channels, including more community engagement and advising on additional initiatives for effective communications.
10. Outline details of events and post to online and print calendar listings.
11. Create and pitch fresh, new and unique story angles to local and regional media.
12. Draft scripts/speaking points for key spokespeople and help with any interview preparation as needed.
13. Collect press hits/placements and maintain media report.

## **QUALIFICATIONS/EXPERIENCE:**

A Bachelor's Degree in Communications, Journalism, Public Administration, English, or Political Science is preferred.

Previous professional experience in communications is preferred, with a strong background in media relations, writing (including press materials, collaterals, marketing pieces, blogs and social media posting), social media strategy and community relations.

**SELECTION CRITERIA:**

1. Cost-effectiveness and a demonstrated effort to be cost-conscious.
2. Proposal price.
3. Experience as related to media relations, marketing and social media management.
4. Documented prior experience in handling project(s) of similar size and scope.
5. Demonstrated ability to meet deadlines.
6. Business integrity and reputation in the industry relevant to scope of services.
7. Proven prior experience, as confirmed by references.
8. Proven skill and reputation, including timeliness and demonstrable results, as confirmed by references.
9. Meets qualifications set forth in this RFP.

**PROPOSAL REQUIREMENTS:**

1. Resume and/or background of practitioner or agency, including applicable experience, education, awards and any case studies demonstrating prior campaigns, media results or other successes.
2. Include a description of the types of services to be provided and a budget for a typical month, showing estimated number of hours and hourly billing rate, and an estimate of reimbursable costs, if any. The proposal should include an hourly cost of service and a rate based on assignments by project. Assume that the firm/individual will work a minimum of 10 hours per week pursuant to the Agreement, with additional hours as approved in advance by the BIA.
3. Identification of the method by which progress reports and performance measurements will be provided to the BIA.
4. A minimum of two professional references.

**STANDARD TERMS AND CONDITIONS:**

Proposals submitted are offers only, and the decision to accept or reject is a function of quality, reliability, capability, reputation, and expertise of the firms/individuals submitting proposals. Issuance of this RFP does not obligate the BIA to pay any costs incurred by a respondent in its submission of a proposal or making any necessary studies or designs for the preparation of that proposal, or for procuring or contracting for the services to be furnished under this RFP.

The BIA reserves the right to accept the proposal that is, in its judgment, the best and most favorable to the interests of the BIA and to its business members; to reject the proposal with the lowest consultant fee; to accept any item of any proposal; to reject any and all proposals; and to waive irregularities and informalities in any proposal submitted or in the RFP process; provided, however, that the waiver of any prior defect or informality shall not be considered a waiver of any future or similar defect or informality. Firms should not rely upon, or anticipate, such waivers in submitting their proposal. The BIA has the ultimate authority to approve any proposal and to authorize execution of the Agreement.